



GO TO MARKET STRATEGY

Powering your Scale up

GO TO MARKET STRATEGY IS A STRATEGIC
ACTION PLAN FOR PRODUCT-TO-
CUSTOMER JOURNEY

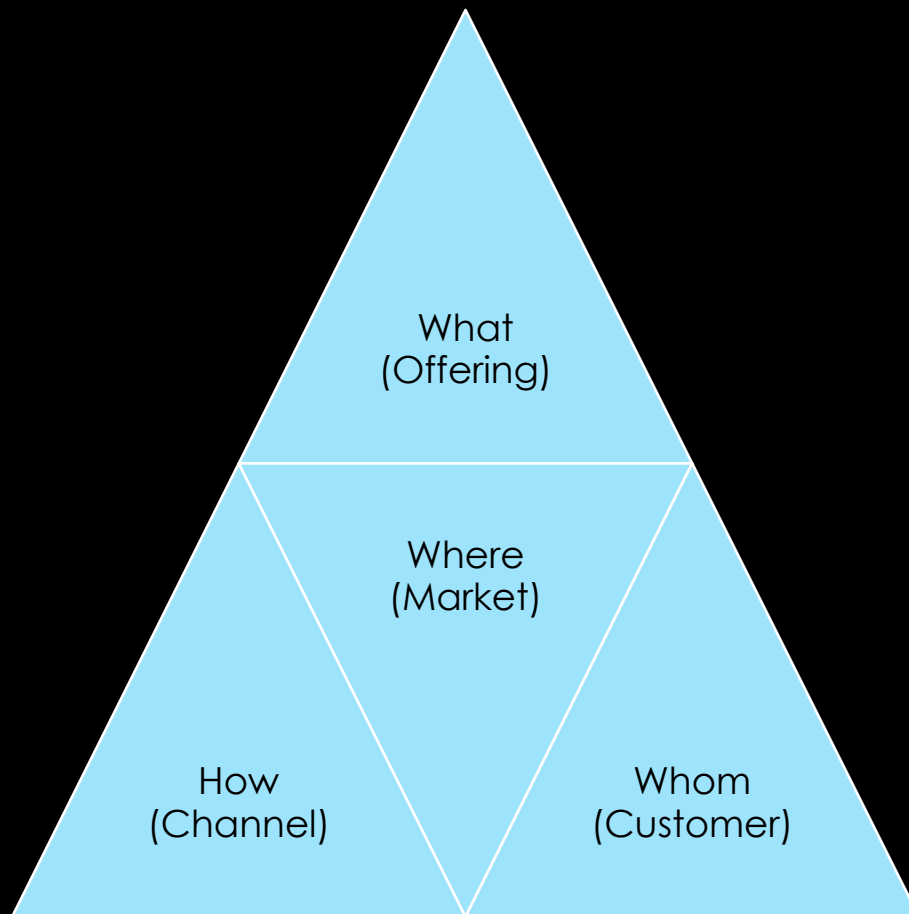
WHEN IS IT REQUIRED?

- New Product is being launched
- Entering in new markets
- Relaunching of product
- Scaling up

WHY IS IT RELEVANT?

- It provides a specific and focused version of set of activities for a particular product or a project that can easily be planned, implemented, executed and tracked.
- A clearly defined plan for all stakeholders
- It helps in managing higher uncertainty associated with product launches, customers and markets
- Right product for right customers through right channels

WHAT DOES IT COVER?



- It encompasses all the aspects of Product-to-Customer value chain such as
 - Value proposition
 - Product positioning
 - Customer personas
 - Pricing & Business model
 - Competition
 - Segmentation & Markets
 - Distribution & Channels
 - Customer journey & Experience
 - Communication
 - Review and Recovery

WHAT ARE THE BENEFITS?

- Reduces time to market / faster turnaround
- Reduces costs to market
- Increases rate of success
- Increases RoI on marketing efforts
- Provides established plan and path for growth and managing uncertainty
- Provides a strong competitive advantage

THANK YOU !!!



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